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DIRECTOR OF NET ASSESSMENT

OFFICE OF THE SECRETARY OF DEFENSE
WASHINGTON, D.C. 20301

22 March 1982

MEMORANDUM FOR THE RECORD

SUBJECT: American Public Presentation

-- Mr. Carlucci has asked for a presentation that will convince the American public to support the Defense Budget. He is concerned that we provide the necessary information including that which is highly classified.

-- A meeting was held on 16 March in General Stilwell's office, attendees included A. W. Marshall, J. N. McMahon, E. M. Collins. The Public Affairs briefing on the budget was discussed along with the initial discussions of Carlucci to Stilwell. There was some discussion of alternative plans which could be developed for consideration by DepSecDef. Alternatives include but are not limited to:

- o A comprehensive unclassified net assessment revealing considerable heretofore classified information.
- o A selective weapon oriented assessment describing how our budget is designed to meet the overall defense needs.
- o A question/answer oriented presentation focusing on the key issues as seen by the American Public.

-- Before launching an effort to prepare a presentation, we must decide what questions need to be answered to the American Public.

- o How will the Defense Budget make Americans more secure?
How does it meet the needs or the threat?
- o Can we find an articulator who can tie our Defense Budget to how it helps us attain our objectives and goals as well as the Soviet threat?
- o Why don't we have a comprehensive defense strategy?
- o Where is the happy ending that will result from our current and future planned Defense budgets?
- o Where is our program of meaningful arms control and survivable MX? Why haven't we seen hard political choices on a survivable MX?

Not referred to OSD - On-file
OSD release instructions

- o How can we be sure that Defense money is being well spent?
Is regional security being helped by our defense budget?
How is the problem in the Caribbean being helped as a result of a higher budget?

- o Has the threat been built up too much?

-- The assessment or presentation that we would create would be intended to convince the public to support or at least not vote against a Congressman who votes for the proposed Defense Budget. Such a presentation would have to be an integrated, systematic effort with a well laid out plan involving DOD Public Affairs, legislative Affairs, NSC, OMB and the Office of the President. Issues that need to be considered are:

- o Focus would be on the FYDP period -- this may not be the worst year of the next several. We need to lay ground work for next year and several years in the future as we work on the problem of this year.
- o Target of this effort is the American Public not Congress.
- o We need to recognize the danger of over dramatizing the threat.

-- Once the questions are identified, we must build an integrated story which hangs together and answers the underlying questions. Certain considerations are probably necessary:

- o We may have to organize our effort much like a sales or political campaign. We would have to consider:
 - Opinion Leaders
 - Religious Organizations
 - Pressure Groups
 - Organized Labor
 - Press Corps
 - Military Reform Groups
- o We may have to consider how to get the message across in the face of the vagaries and the uncertain "transformation function" of the U.S. press.

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- Conservative press
 - Liberal press
 - Objective press
 - Opposition press

- o Finally, we would have to determine what classified information we would need to support the answers to questions -- then work to declassify only that which is necessary. This declassification could be made easier if the current proposal is approved to grant declassification authority for overhead photography to the Secretary of Defense.

What current proposal?

-- To make progress in coming up with alternative plans which we could show to Mr. Carlucci for consideration we could:

- o Get a group of military/political experts together who understand aspects of the problem and how to communicate with the American people, e.g.:

Bob Ellsworth
Sam Huntington
Ed Luttwak
Alan Drury
S. Sanders
F. Shakespeare

Phil Merrill and friends
Ben Wells and crew
Herman Kahn
Ty McCoy
Richard Perle
J. Schlesinger

- o Contact key staffers for a variety of Senators and Representatives. Obtain from them a feel for the questions that they have identified in their constituencies. They might also expand on alternate ways to approach the information campaign.

Arnold Pinereo (Nunn) (Jackson)
Ret Dawson, Jim McGovern or Mike Donnelly (Tower)
Dick Anderson (Aspin)
(Hollings)
(Stratton)
(Glenn)

- o Make contact with and follow the development and success of Senator Tower's Defense budget presentation to Congress. Jim Locher/Mike Donnelly (224-8639) or Will Ball at 224-8638 may be the key person. General Stilwell will contact Kathy Troia (78191) on this.

-- Contact groups (formal and informal) who are supportive of the budget and have experience in communicating with various interest groups:

- o Committee on the Present Danger developed data and persuasive arguments which were effective in political campaigns and in aiding the development of a defense mandate. Fred Schatzman (525-6767), Charlie Kupperman, Paul Nitze, et al., should be contacted.
- o Congressman in "safe" districts should be asked to help spearhead the program with the American people. These people should be asked to help:

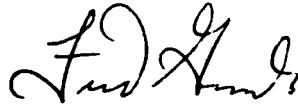
Stratton
Nunn
Hollings
Cohen

Glenn
Tower
Jackson

- o The Republican and Democratic National Committees have extensive marketing analysis programs, which could shed light on the questions that need to be answered at the grass roots level.
- o The Senate Steering Committee is an informal group of Senators who address issues of common interest. Mike Pillsbury (224-5597) supports them in the area of defense/Soviet issues. Mike may have insights into approaches to questions and areas of interest that should be covered.

-- I will contact:

Fred Schatzman
Mike Pillsbury ✓
Jim Locher
Mike Donnelly


FRED W. GIESSLER
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